

## **The Existence of Television in the New Era Media**

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### **ABSTRACT**

The existence television as information media nowadays keep compete with the presence of social media and news application. Most people using television as their information refrence and easily got affected to trust the information from television. Nowadays smartphones become the important thing for many people, and it makes television being forgotten as a trusted source of information. But, there is many difference between spreading news from television and social media. In this case television need to be under the supervision of Indonesia Broadcasting Comission (KPI), meanwhile social media keep tend to spreading hoax information which is misleading people to get information. The purpose of this research to analyze the existence television in the new media era. The research method were using in this research is descriptive qualitative. There were five informants in this research, communication students and active with student press at Medan City. The subject of research who in daily life watches television for minimum two hours, and have at least two social media applications. The results show us that many various factors influence of credibility of broadcasting institutions and reduced people interest in watching television.

**Keywords:** *the existence of television, media literacy, new media*

### **INTRODUCTION**

The existence of television as information media nowadays keep compete with the presence of social media and news application. Most people easily got affected to trust the information from television, regardless of the true meaning and important things behind the information that will share with people.

Nowadays smartphones become the important thing for many people. One of the benefit is people have easy access to get information, and it make television being forgotten. But there is many difference between spreading news from television and social media. With social media you can spreading any information you have, different from television. Television need to be under the supervision of Indonesia Broadcasting Comission (KPI), and the feeling of losing trust from many people if they spread the wrong information.

The easy access gives many chances of incorrect information shows up without any responsibility. Hoax information often becomes public consumption, and this is why misinformation keep getting bigger it's rare to find something like this on television. But now with media literacy campaigns, we can have the ability of analyze, understand the use of mass communication, people start to realize the validity of the information they receive from social media. These problems also make writers interested to do research of the existence of television media, as reference to the truth of information in the era of new media. The Purpose of this research is analyze the existence of television in the new media era.

This research uses several theories, such as new media and uses and gratification. To analyze the existence of television as a reference for information in the new media era as a form of media literacy.

#### 1. Media Literacy

Media Literacy is consisting of two syllables; Media means the media where messages are exchanged and Literacy; means later known in the term Media Literacy . In this case media literacy refers to the ability of people who are literate about the media and mass media messages in the context of mass communication (Tamburaka, 2013: 7).

#### 2. New Media

New media is a variety of communication technology devices that have features which are not only possible with the digitalization and wide availability for personal use as a communication tool. New media can be applied in various regions enter the realm of mass communication or directly / indirectly have an impact on 'traditional' or old mass media (McQuail, 2011: 151).

The difference between new and old media according to McQuail (2011: 151) as follows:

1. The new media ignores the limitations of printing and broadcasting models by allowing conversations between many parties.
2. Enabling stimulant acceptance, change and redistribution of cultural objects.
3. Interferes with the act of communication from its position, from the territorial relations of modernity.
4. Provides instant global contact.
5. Insert a modern subject/ final modern into a networked apparatus machine.

To analyze how the existences of television in the new media era in fulfill current information needs, the authors use the Uses and Gratification Theory approach. Because in fulfill current information needs of the simple way is more popular in the public, like when someone open his smartphone and opening the internet or social media, but that does not mean television is completely abandoned. The researchers in this research to analyze the information needs of the community whether still using television or enough with social media. Uses and Gratification is a theory that is doing the investigation and inquiry about the use of mass media by the public or the user community based on media efforts to provide information services to the public, based on mutual interests of both parties (Aan, 2013: 76).

Basically, there are five assumptions of the uses and gratification theory were show by Katz, Blumer and Gurevitch, in the Mass Training Education: Foundation, Fernet and Future in, Stanley, Baran and Dennis Davis (2011: 254):

1. Active audiences and media users that have goal oriented
2. Initiatives in connecting the satisfaction of needs to certain which have found in the audience members.
3. The media are competent with other sources for satisfaction of needs.
4. People have enough self-awareness of their media usage, interests, and motives so that they can provide an accurate picture of these uses.
5. Assessment of the value of media content can only be assessed by the public.

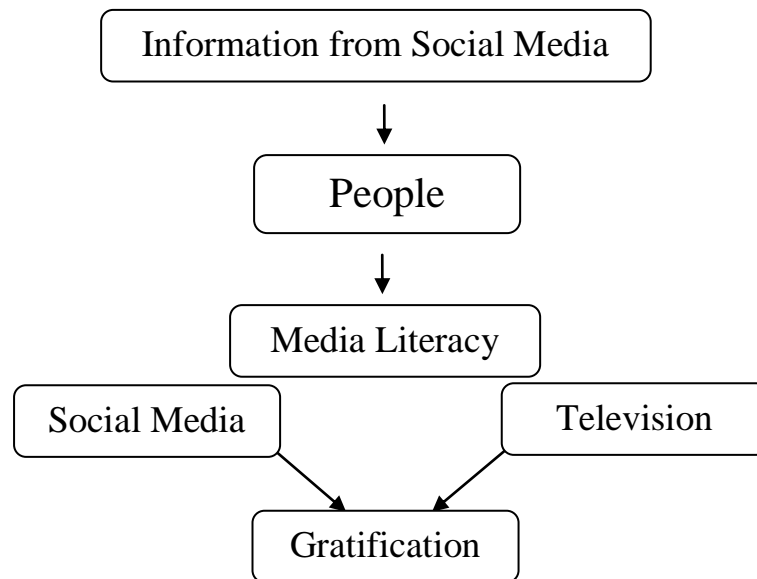


Figure 1. Conceptual Framework

In this research the researchers use the concept of Gratification Sought and Gratification Obtained, to analyze audience satisfaction in meeting information needs in the current era of new media. The concept is part of the uses and gratification theory. Uses and Gratifications were first introduced by Herbert Blumer and Elihu Katz in 1974. The Uses and Gratifications Theory says that media users have an active role in selecting and using media (Nurudin, 2013: 192). The concept of Uses and Gratifications was developed by Philip Palmgreen and added whether the motive could be fulfilled by the media. This concept is called GS (Gratification Sought) and GO (Gratification Obtained). Gratification Sought is the satisfaction sought or desired by individuals when consuming a type of media while Gratification Obtained is the real satisfaction obtained by someone after consuming a media (Kriyantono, 2014: 210).

## METHOD

In this study the researchers used a qualitative descriptive study. According to Hikmat (2011: 37-38) qualitative method as a research procedure that produces descriptive data in the form of words written or spoken from people and behaves that can be observed. Qualitative methods are used with a number of considerations: First, adjusting qualitative methods is easier when dealing with multiple realities. Second, this method presents directly the nature of the relationship between researchers and respondents. Third, this method is more sensitive and more adaptable to many sharpening influences together and to the patterns of values encountered. Qualitative research compiles designs that are continuously adjusted to reality on the ground; do not have to use a design that has been arranged in a strict or rigid, so it cannot be changed again.

Data collection techniques are using in depth interviews. According to Kartono (Gunawan, 2013: 160) interview is a conversation that is directed at a particular problem: this is an oral question and answer process, where two or more people face each other physically. There were five informants in this research, with criteria for members of the 5th and 7th semester of communication students and active with student press at Medan City. Because according to the problem to be studied, members of the student press are more suited to be the subject of research, and certainly at that semester level students can already be considered to have critical and open minded thinking.

And last, watching Television of at least two hours a day and having at least two social media accounts.

## **RESULT AND DISCUSSION**

The result of this research as follows:

The researchers interviewed the informants of this research related with how do the informant

How do informants fulfill their information needs?

How is your respond with the information you can easily get access from social media?

Are you still watching television to get information?

Since there is much hoax information you can get from social media, is television become your media to verify about the truth of information?

How television still becomes a reference to verify the truth information from social media?

**Name: Dini Rahmadani**

**DoB: Medan, December 23 1998**

**Major : Communication Studies**

**7th Semester**

**LPM :Muslimah NewsId**

**University : University of Sumatera Utara**

Dini Rahmadani fulfill the information needs through social media, discussion, television, magazines/newspaper. Unfortunately, she's not giving any boundaries and it's already being like that since long time ago. Dini is still watch the television, and it depends on the news that be aired, in Dini opinion the media is no longer independent. It all depends what being their interest. Mostly for Dini is the news about politics and television still become the reference. Because it depends on the news. For example, involves a social issue, or news about investigation. But if it's political issue, or sensitive topics about ethnicity, religion, and race, and everything about politics.

**Name: Annisa Rosady**

**DoB: Medan, 18 July 1998**

**Major : Communication Studies**

**7th Semester**

**LPM : CRN UIN USU**

**University : UIN North Sumatra**

Annisa getting information through social media, reading news from news paper, and online news paper, watch news on television, do the discussion, reading books, and magazines which she rarely do it. She learn more about media literacy. Personally, she can't fully trust about the news that doesn't have any clarification or press conference. Especially social media, because social media are for to find out more information or personal news of the relatives, distant friends, and someone special. And if it's possible she can know about what other people doing. If it's true there might be some clarification about it. Well she, just into about Indonesia politics news. She use the Television to find out if the news she get on social media is true or not. But, recently Annisa also dont really believe in television lately. Because there is alignments in television, including political elements

**Name: Cici Alhamdaina**

**DoB: March 25 1999**

**Major : Communication Studies**

**7th Semester**

**LPM :Persma Pijar**

### **University :University of North Sumatra**

Cici knows it from social media, media platform, and friends around her. Since many information she can get from social media, actually makes her uncomfortable and feels if it's too much. Because many things that seize attention and focus. Moreover, the information keep showing up without any reliable source, and that's make her limited the access of getting the information from social media and only choose the information she want to know, choose the broadcast message like when she want to read, choosing which friends that she will see the instastory, and open the social media at certain times. Cici still watch TV and seeing the news section on TV. For Cici it's not her first priority, If the TFV at home were on ofc she watching it too, Because she rarely can spend time to watch TV again, and her morning activities start in Medan, and when Cici get back home to Binjai at night.

**Name: Ummu Hanani Tarigan**

**DoB: June 25 1998**

**Major : Communication Studies**

**7th Semester**

**LPM :Teropong UMSU**

**University :University Muhammadiyah of North Sumatra**

Ummu fullfil my information needs from online media, because she think it's more effective, since she always using my smartphone. And in her opinion, it is very unfortunate, because many people get their information through social media, and considering the function of the media itself as educational things, so people who involves in this thing needs to be concerned to increasing the intelligent of society. Yes, she still watch the television, and of course, because there is information that will be live report, so it helps to verify the truth of information.

**Name: M. Agung Safari Harahap**

**DoB: May 20 1999**

**Major : Communication Studies**

**5th Semester**

**LPM :Teropong UMSU**

**University :University Muhammadiyah of North Sumatra**

Agung personally will only seen the online media, newspaper, television, that are verified by the press council and from well-known and big media company, and he will not read or watch the information from media that are still not verified by the press council . Because of the free access information on social media, have two effects, positive and negative, it is easy to give or access the information from anyone, the negative parts is very vulnerable facts. Not to mention the society more likely sharing it without checking the truth first, before it become hoax information.

He has admitted that the level of accuracy media is quite high, because it is having the audio visual difference from the others, only writing. So, he still often watches television to verify the truth of information because it is more accurate.

### **Discussion**

Seeing from Gratification Sought in the new era of media today, people are more dominant using the internet or social media, followed by television and print media to fulfill their information satisfaction. We can know it from the due to easy access to find information by using the internet / social media available on Smartphone. However, the public has a high level of concern for the information they get from social media. As a result, it is easy for everyone to spread information

without supervision or selection of the validity of the information so there is a great chance of Hoax information.

The public in avoiding the hoax information also verifies by checking in other media accounts and other information media. This is in line with the assumptions of the uses and gratification theory by Katz, Blumer and Gurevitch, that active audiences and media users are oriented towards the Initiative in connecting the satisfaction of needs to certain media choices found in the audience members. In this case, audiences still use television as their reference in verifying doubtful information on the internet / social media in the era of new media.

Based on Obtained Gratification, that is the real satisfaction obtained by someone after consuming a media. There is public dissatisfaction in consuming information from the internet and social media because of the easy spread of hoaxes. And television media is still used and trusted, because of the high level of information accuracy and the presence of Indonesia Broadcasting Commission (KPI) supervision. Although some audiences do not make television a main reference, due to political and racial background factors which have recently influenced broadcasting institutions. And there are audiences who only verify the truth of information on the internet by checking them on other credible accounts / websites.

## CONCLUSION

1. Online media or social media are the first choice of the audience in meeting their information needs, as evidenced by all informants answering online / social media as the first choice.
2. Television still exists in the current era of new media, as a reference to the truth of the information, due to the visual and direct supervision by KPI in every program so that the information presented is more accurate. It is different to online / social media that are less monitored and anyone can easily disseminate information without accountability.
3. But the existence of Television has begun to diminish due to the political and racial background which has recently become a hot issue, which is thought to affect the credibility of broadcasting institutions.
4. It is hoped that further researchers will be able to analyze whether television news channels will be disappear because digital media and social media.

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